Amendments to the Claims

This listing of claims replaces all prior versions, and listings, of claims in the application:

Listing of claims

Claim 1: (currently amended) A method for distributing an advertisement for ~~associated with~~ a service <u>relevant to a location</u> to a client device <u>at the location</u>, said method comprising the steps of:

 <u>formatting advertising information from the advertisement into XML elements, the</u> <u>advertising information including:</u>

  <u>service information indicating the purpose of the advertisement;</u>

  <u>data entry information indicating purchasing options based on the purpose; and</u>

  <u>contact information containing instructions for enabling the client device to</u> <u>communicate with the service;</u>

 <u>forming an advertising signal containing the advertising information;</u>

 propagating ~~said~~ <u>the</u> ~~advertisement~~ <u>advertising signal</u> from a transmitter to ~~said~~ <u>the</u> client device <u>within the location</u>~~, said propagated advertisement forming an advertising signal containing advertising information~~;

 receiving ~~said~~ <u>the</u> advertising signal at ~~said~~ <u>the</u> client device;

 decoding ~~said~~ <u>the</u> advertising signal to extract ~~said~~ <u>the</u> advertising information; and

 displaying ~~said~~ <u>the</u> advertising information to a user of ~~said~~ <u>the</u> client device.

Claim 2: (cancelled)

Claim 3: (currently amended) The method of claim ~~2~~ <u>1</u> further comprising the step of selecting ~~said~~ <u>the</u> service based on ~~said~~ <u>the</u> advertising information.

Claim 4: (currently amended) The method of claim 3 further comprising the step of constructing a user interface for allowing ~~said~~ <u>the</u> user to communicate with ~~said~~ <u>the</u> client device.

Claim 5: (currently amended) The method of claim 4 further comprising the step of receiving user inputs in response to ~~communicatively associated with said~~ the advertising information.

Claim 6: (currently amended) The method of claim 5 further comprising the step of formatting ~~said~~ the user inputs and a portion of ~~said~~ the advertising information into a user reply, ~~said~~ the user reply for making ~~said~~ the user inputs available to ~~said~~ the service.

Claim 7: (currently amended) The method of claim 6 wherein ~~said~~ the user reply is received at ~~said~~ the transmitter.

Claim 8: (currently amended) The method of claim 7 wherein ~~said~~ the user reply is received as a wireless signal from ~~said~~ the client device.

Claim 9: (currently amended) The method of claim 7 wherein ~~said~~ the user reply is received at ~~said~~ the transmitter using a communication interface providing electromechanical contact between ~~said~~ the client device and ~~said~~ the transmitter.

Claim 10: (currently amended) The method of claim 9 further comprising the step of receiving a service response from ~~said~~ the transmitter, ~~said~~ the service response including at least one member selected from the group consisting of a graphical representation of ~~said~~ the service for display on ~~said~~ the client device, executable code for allowing ~~said~~ the client device to interact with ~~said~~ the service, and text for display on ~~said~~ the client device.

Claim 11: (currently amended) The method of claim 6 wherein ~~said~~ the user reply is received at a point-of-presence (POP).

Claim 12: (currently amended) The method of claim 11 wherein ~~said~~ the user reply is received over a personal digital assistant (PDA) interface providing electromechanical contact between ~~said~~ the client device and ~~said~~ the POP.

Claim 13: (currently amended) The method of claim 12 further comprising the step of receiving a service response from ~~said~~ the POP, ~~said~~ the service response including ~~at least one member selected from the group consisting of a graphical representation of said service for display on said client device,~~ executable code for allowing ~~said~~ the client device to interact with ~~said~~ the service~~, and text for display on said client device~~.

Claim 14: (currently amended) The method of claim 1 wherein ~~said~~ the advertisement is propagated as an optical signal through air.

Claim 15: (currently amended) The method of claim 14 wherein ~~said~~ the optical signal has a wavelength in the range of substantially 850 nanometers to 1250 nanometers.

Claim 16: (currently amended) The method of claim 15 wherein ~~said~~ the transmitter receives ~~said~~ the advertisement over an Internet.

Claim 17: (currently amended) The method of claim 15 wherein ~~said~~ the transmitter receives ~~said~~ the advertisement over a fiber optic network.

Claim 18: (currently amended) The method of claim 1 wherein ~~said~~ the client device is a personal digital assistant (PDA).

Claim 19: (currently amended) A method for conveying information ~~an advertisement from a transmitter having a link layer, said method~~ comprising the steps of:
    preparing the information including:
        service information indicating the purpose of the information;
        data entry information indicating purchasing options based on the purpose; and
        contact information containing instructions for enabling the client device to
    communicate with the service;
    receiving ~~said~~ the information ~~advertisement~~ from a service into a transmitter having a
link layer;

formatting ~~said~~ the information ~~advertisement~~ for transmission to a client device

operating within a context associated with ~~said~~ the transmitter; and

conveying ~~said~~ the information ~~advertisement~~ from the transmitter to ~~said~~ the client

device over a communication medium.

Claim 20: (currently amended) The method of claim 19 wherein ~~said~~ the information

~~advertisement~~ is comprised of an XML element.

Claim 21: (cancelled)

Claim 22: (currently amended) The method of claim 19 wherein ~~said~~ the information

~~advertisement~~ is conveyed from ~~said~~ the transmitter as a diffuse infrared signal.

Claim 23: (currently amended) The method of claim 22 wherein ~~said~~ the diffuse infrared signal

has a wavelength in the range of substantially 850 nanometers to 1250 nanometers.

Claim 24: (currently amended) The method of claim 19 wherein ~~said~~ the client device includes a

client device physical layer and a client device link layer compatible with ~~said~~ the link layer in

~~said~~ the transmitter.

Claim 25: (currently amended) A method for interacting with a service provider ~~receiving an~~

~~advertisement from a transmitter having an emitter link layer associated therewith, said method~~

comprising the steps of:

receiving ~~said advertisement at a communication interface~~ a broadcast message having

service information from a service provider;

creating a service object from the service information;

activating the service object;

receiving user data into the service object;

sending the user data to the service provider;

receiving service provider data required to utilize the service from the service provider;

and

displaying the service provider data required to utilize the service.

~~decoding said advertisement to extract information contained therein;~~

~~processing said information; and~~

~~displaying said information to a user.~~

Claim 26: (currently amended) The method of claim 25 further comprising the step of:

displaying an icon associated with the service object.

~~wherein said emitter link layer is compatible with a client device link layer associatively~~

~~coupled to said communication interface.~~

Claim 27: (currently amended) The method of claim 25 wherein ~~said~~ the service provider data ~~information~~ is displayed using a plug-in cooperatively associated with ~~said~~ the service information ~~advertisement~~.

Claim 28: (currently amended) The method of claim 27 wherein ~~said~~ the plug-in further includes information about a preference of ~~said~~ the user.

Claim 29: (currently amended) A method of utilizing executable code in a transmitter for providing an advertisement to a client device ~~operating within a coverage area associated with said transmitter~~, said method comprising the steps of:

receiving ~~said~~ the advertisement from a service provider~~, said advertisement further being associated with~~ about a service offered by ~~said~~ the service provider;

formatting ~~said~~ the advertisement for transmission to ~~said~~ the client device operating within a coverage area of the transmitter; and

conveying ~~said~~ the advertisement from ~~said~~ the transmitter to ~~said~~ the client device over a communication medium.

Claim 30: (currently amended) The method of claim 29 wherein ~~said~~ the advertisement is comprised of an XML element.

Claim 31: (currently amended) The method of claim 30 wherein ~~said~~ the advertisement further comprises:

service information enabling a user of ~~said~~ the client device to make a decision about ~~said~~ the service provider, ~~said~~ the decision being based on ~~said~~ the service information;

data entry information informing ~~said~~ the user about utilizing a service offered by ~~associated with said~~ the service provider; and

contact information containing instructions for enabling ~~said~~ the client device to communicate with ~~said~~ the service provider.

Claim 32: (currently amended) The method of claim 29 wherein ~~said~~ the advertisement is conveyed from ~~said~~ the transmitter as a diffuse infrared signal.

Claim 33: (currently amended) The method of claim 32 wherein ~~said~~ the diffuse infrared signal has a wavelength in the range of substantially 850 nanometers to 1250 nanometers.

Claim 34: (currently amended) The method of claim 33 wherein ~~said~~ the diffuse infrared signal is generated by modulating an electric light.

Claim 35: (currently amended) A method of utilizing executable code in a client device receiving an advertisement from a transmitter, said method comprising the steps of:

receiving ~~said~~ the advertisement from an infrared communication signal conveyed from ~~said~~ the transmitter and arriving at a communication interface associated with ~~said~~ the client device, ~~said~~ the advertisement containing at least a portion of a service offered by a service provider;

decoding ~~said~~ the advertisement to extract information contained therein;

processing ~~said~~ the information; and

displaying ~~said~~ the information to a user of ~~said~~ the client device.~~;~~

Claim 36: (currently amended) The method of claim 35 wherein said the advertisement is comprised of an XML element.

Claim 37: (currently amended) The method of claim 36 wherein said the advertisement further comprises:

     service information enabling said the user to make a decision about said the service, said the decision based on said the service information;

     data entry information informing said the user about utilizing said the service; and

     contact information containing instructions enabling said the client device to communicate with said the service provider.

Claim 38: (currently amended) The method of claim 37 wherein said the transmitter includes an emitter link layer.

Claim 39: (currently amended) The method of claim 38 wherein said the client includes a client device link layer.

Claim 40: (currently amended) The method of claim 39 wherein said the emitter link layer is compatible with said the client device link layer.

Claim 41: (currently amended) The method of claim 40 wherein said the information about said the service is displayed to said the user if said the client device is running a plug-in cooperatively associated with said the service.

Claim 42: (currently amended) The method of claim 41 wherein said the plug-in further comprises information about a preference of said the user.

Claim 43: (new) The method of claim 25 further comprising the steps of:

  displaying the service provider data on a wearable device; and

  receiving user data from voice, fingers, or eye movement.

Claim 44: (new) The method of claim 25 further comprising the steps of:

  displaying the service provider data on a device mounted in a vehicle; and

  receiving information pertaining to the location of the vehicle through an IR

communication interface.

Claim 45: (new) The method of claim 19 wherein the information is conveyed from ~~said~~ the

transmitter as a radio frequency (RF) signal.